

June 23d

The Boston Store

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The Business
Center
of Norwich

WIRE SALE

Fourth Annual Live Wire Sale

Begins This Morning, June 23d, at 8.15

During this great sale we wish to emphasize the quality of our service through the medium of our MAIL ORDER DEPARTMENT and our 'PHONE SERVICE. We have become the centre of this large shopping district of Eastern Connecticut, and we can serve you best. Remember that "All Trolleys Lead to THE BOSTON STORE, THE BUSINESS CENTRE OF NORWICH."

'PHONE 21—ALL TELEPHONE AND MAIL ORDERS WILL
RECEIVE PROMPT ATTENTION

RED HOT LIVE WIRE SPARKS FROM THE READY-TO-WEAR SECTION

WOMEN'S AND MISSES' TAILORED SUITS in values up to \$18.50—Fine poplins and serges are the materials used in these fine suits, the most favored colors being shown in a number of very attractive models. Buy a suit now to start the Fall with—it's a remarkably good chance to do it.

\$ 9.75

WOMEN'S AND MISSES' SUITS of the better grades in values up to \$25.00 have all been marked down to one low price. The newest weaves are shown in medium weights which can be worn at any time of the year. There are some very handsome suits in this lot.

\$14.75

HANDSOME SILK FROCKS FOR WOMEN AND MISSES in values up to \$17.50—Many smart models have been marked down for a rapid clearance, some of the prices having been practically cut in two. Fine messalines, poplins and crepe-de-chines, all prettily finished and trimmed.

\$ 9.75

SMART COATS AT A LIVE WIRE PRICE WHICH MEANS BIG SAVING FOR YOU—They were formerly marked at \$9.98 and \$10.00 and in general style, color and design are right up to the minute. There's a good variety of both plain colors and fancy mixtures for your choice.

\$ 5.00

WOMEN'S FINE COATS IN DRESSIER MODELS in values up to \$19.50—Many attractive styles are offered in this lot of Coats whose prices have been so drastically reduced. Poplins, Serges, Fancy Checks and Coverts—all popular weaves are represented in the assortment.

\$12.98

COATS FOR GIRLS FROM 6 TO 14 YEARS OF AGE are also included in this big sale. These are coats which have been marked as high as \$8.98 and it is our intention to close them out at the one low price. Some very attractive novelties in the lot.

\$ 5.00



A Strong Current of Live Values In the Millinery Section

These live wire prices are bound to clean up the millinery tables. All of our remaining stock of Boston Store Hats trimmed and untrimmed must go during this sale. The prices will tell you how we are going to do it.

A SPECIAL LOT OF SPORT HATS

All Regular \$1.25 and \$1.98 Values

LIVE
WIRE
PRICE **87c**

Snappy styles for the Summer outing and for general wear in Fancy Linens, Cretonnes, Satins, Hemp, Panonette and Rice Braid. These hats have a style and individuality which make them leaders for the season.

Live Wire Price 87c

WHILE THEY LAST

All of our Regular Trimmed Hats, Valued from \$7.00 to \$10.00.... **\$3.98**

All of our Regular Trimmed Hats, Valued from \$3.98 to \$6.00.... **\$2.98**

Untrimmed Hats, the most stylish shapes and straws, value \$1.98 to \$3.98.... **75c**

Live Wires Direct to You from the White Goods Dep't.

TURKISH TOWELS

VALUE 14c, good quality...LIVE WIRE PRICE 10c
VALUE 16c, extra quality...LIVE WIRE PRICE 12½c
VALUE 20c...LIVE WIRE PRICE 17c
VALUE 25c...LIVE WIRE PRICE 19c
VALUE 37½c...LIVE WIRE PRICE 25c
HUCK TOWELS of very large size, Worth fully 15c...LIVE WIRE PRICE 10c
HUCK TOWELS—all linen and hemstitched—LIVE WIRE PRICE 25c

FANCY WHITE GOODS For Waists and Dresses

VALUE 12½c and 15c...LIVE WIRE PRICE 6½c
VALUE 25c A YARD...LIVE WIRE PRICE 12½c
VALUE 25c to 37½c...LIVE WIRE PRICE 18c
10c BROWN ALL LINEN CRASH—LIVE WIRE PRICE 8c
BROWN CRASH—a very special value—LIVE WIRE PRICE 9c

BLEACHED CRASH—all linen, regular price 15c a yard...LIVE WIRE PRICE 10c
BLEACHED CRASH—all linen, regular price 15c a yard...LIVE WIRE PRICE 12½c
30c MERCERIZED COTTON DAMASK—LIVE WIRE PRICE 29c
50c MERCERIZED COTTON DAMASK—LIVE WIRE PRICE 48c
\$1.35 BLEACHED TABLE DAMASK, all linen—LIVE WIRE PRICE \$1.10
\$4.50 DOUBLE DAMASK TABLE CLOTH, 2 by 2½...LIVE WIRE PRICE \$3.50
\$6 DOUBLE DAMASK CLOTH, 2 by 2½ yards—LIVE WIRE PRICE \$4.75
\$6 DOUBLE DAMASK CLOTH, 2 yards square—LIVE WIRE PRICE \$4.50
\$7 DOUBLE DAMASK CLOTH, 2 by 2½ yards—LIVE WIRE PRICE \$5.00
ONE LOT OF LINEN NAPKINS—5-8 size, the regular price of which is \$1.89 a dozen—LIVE WIRE PRICE \$1.59

Live Wire Sparks from the Domestic Department

BLEACHED PILLOW CASES—A lot of fine cases in two sizes, 42 by 38½ and 45 by 38½. Regularly 25c each...LIVE WIRE PRICE 19c
PILLOW CASES that we sell for 17c each. Two sizes, 42 by 38 and 45 by 38...LIVE WIRE PRICE 14c
BLEACHED SHEETS, regularly sold for \$1.10. Full size, \$1 by 99...LIVE WIRE PRICE 85c
36-INCH UNBLEACHED COTTON—LIVE WIRE PRICE 5c
10c UNBLEACHED COTTON—yard wide—LIVE WIRE PRICE 8c
36-INCH BLEACHED COTTON, you cannot buy for less than 8c a yard...LIVE WIRE PRICE 6½c
15c LONSDALE CAMBRIC—a yard wide—LIVE WIRE PRICE 11c
\$1.50 CROCHET QUILTS—extra heavy—LIVE WIRE PRICE \$1.29
\$3.00 HEMMED SATIN QUILTS—LIVE WIRE PRICE \$2.25
\$4.00 SATIN QUILTS with scalloped edge and cut corners...LIVE WIRE PRICE \$2.50
ONE LOT OF HEAVY SATIN QUILTS which we usually sell for \$6.00. These are second quality...LIVE WIRE PRICE \$3.95

The Toilet Goods Department Offers Many Sparkling Live Wire Values

50c DE MERIDOR'S COLD CREAM—LIVE WIRE PRICE 39c
25c DE MERIDOR'S COLD CREAM—LIVE WIRE PRICE 19c
15c BARCOCK'S CORYLOPSIS TALCUM POWDER...LIVE WIRE PRICE 11c
15c WOODWORTH'S TRAILING ARBUTUS AND SPRING VIOLET TALCUM POWDER—LIVE WIRE PRICE 10c
VIOLET AND CORYLOPSIS TALCUM POWDER in full pound cans...LIVE WIRE PRICE 10c
20c DR. LYON'S TOOTH POWDER OR PASTE—LIVE WIRE PRICE 16c
SANITOL TOOTH PASTE, POWDER OR LIQUID...LIVE WIRE PRICE 17c
TUSCANY CASTLE SOAP—Imported—LIVE WIRE PRICE 4c
10c WOOL POWDER PUFFS—LIVE WIRE PRICE 7c
DICKENSON'S WITCH HAZEL—full strength. Usually 25c a pint...LIVE WIRE PRICE 18c
PURE BLEACHED ABSORBENT COTTON in pound packages. Value 25c...LIVE WIRE PRICE 16c
EMERY BOARDS—1 dozen in package—LIVE WIRE PRICE 3c
10c ORANGE STICKS...LIVE WIRE PRICE 5c
30c TOOTH BRUSHES of finest quality bristles and bone handles...LIVE WIRE PRICE 25c

THERMOS VACUUM PRODUCTS Three Special Summer Offerings

FIRST—A first quality THERMOS CARAFE with gun metal or nickel finish—it retails for a five dollar bill...LIVE WIRE PRICE \$2.75
SECOND—A QUART SIZE THERMOS BOTTLE in heavy nickle case. A regular \$3.50 bottle—LIVE WIRE PRICE \$2.50
THIRD—A WORKMAN'S KIT, containing lunch box and bottle, the catalogue price of which is \$2.25...LIVE WIRE PRICE \$1.48
25c PARISIAN IVORY DRESSING COMBS—LIVE WIRE PRICE 18c
ARMOUR'S TOILET SETS—2 cakes of soap and can of talcum powder. Value 25c a box—LIVE WIRE PRICE 20c

HAIR BRUSHES

25c QUALITY—Keep Clean Make—LIVE WIRE PRICE 17c
50c QUALITY...LIVE WIRE PRICE 38c
75c QUALITY—fine brushes...LIVE WIRE PRICE 60c
1.00 QUALITY...LIVE WIRE PRICE 78c

WHISK BROOMS

12½c QUALITY...LIVE WIRE PRICE 10c
15c QUALITY...LIVE WIRE PRICE 12c
20c QUALITY...LIVE WIRE PRICE 21c

Toilet Goods Department TOOTH BRUSHES

PURE BRISTLE BRUSHES...LIVE WIRE PRICE 9c
15c VALUES...LIVE WIRE PRICE 15c
25c VALUES...LIVE WIRE PRICE 17c

A FINE HOT WATER BOTTLE For Only 78c

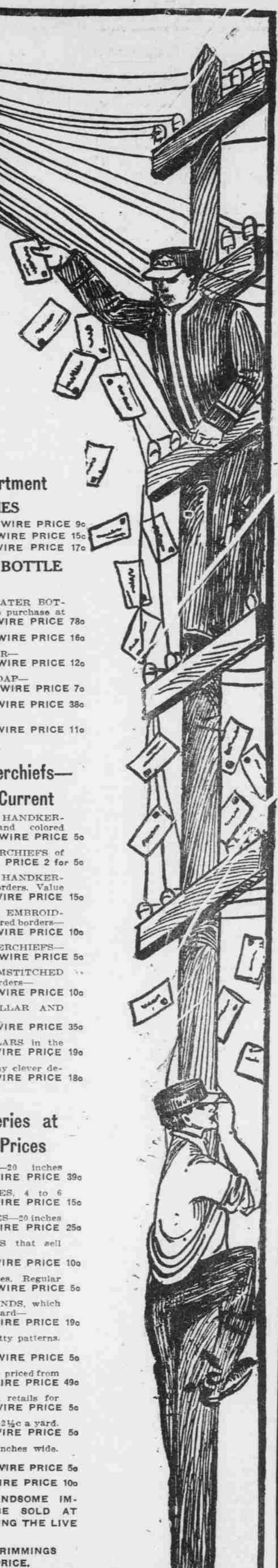
CHALLENGE MOULDED HOT WATER BOTTLE of the No. 2 size. A desirable purchase at any time for \$1.00...LIVE WIRE PRICE 78c
CALOX TOOTH POWDER...LIVE WIRE PRICE 16c
15c WILLIAMS' TALCUM POWDER—LIVE WIRE PRICE 12c
10c MUNYON'S WITCH HAZEL SOAP—LIVE WIRE PRICE 7c
PEBECO TOOTH PASTE...LIVE WIRE PRICE 38c
MENNEN'S TALCUM POWDER—LIVE WIRE PRICE 11c

Neckwear and Handkerchiefs— A Strong Bargain Current

SEVENTY-FIVE DOZEN LADIES' HANDKERCHIEFS, embroidered initials and colored borders. Regular 10c value...LIVE WIRE PRICE 5c
FIFTY DOZEN LADIES' HANDKERCHIEFS of the regular 5c value...LIVE WIRE PRICE 2 for 5c
FIFTY DOZEN PURE LINEN HANDKERCHIEFS, embroidered and colored borders. Value 20c each...LIVE WIRE PRICE 15c
SEVENTY-FIVE DOZEN SHEER, EMBROIDERED HANDKERCHIEFS with colored borders—LIVE WIRE PRICE 10c
FIFTY DOZEN MEN'S 10c HANDKERCHIEFS—LIVE WIRE PRICE 5c
TWENTY-FIVE DOZEN MEN'S HEMSTITCHED HANDKERCHIEFS with colored borders—LIVE WIRE PRICE 10c
50c LACE AND ORGANDIE COLLAR AND CUFF SETS AND VESTEES—LIVE WIRE PRICE 35c
25c ORGANDIE AND LACE COLLARS in the newest styles...LIVE WIRE PRICE 19c
50c and 25c JABOTS of lace in many clever designs...LIVE WIRE PRICE 18c

Laces and Embroideries at Snappy Live Wire Prices

75c EMBROIDERED ALLOVERS—20 inches wide...LIVE WIRE PRICE 39c
EMBROIDERED NAINSOOK EDGES, 4 to 6 inches wide...LIVE WIRE PRICE 15c
50c CORSET COVER EMBROIDERIES—20 inches wide...LIVE WIRE PRICE 25c
CAMBRIC AND NAINSOOK EDGES that sell regularly for 15c and 18c a yard—LIVE WIRE PRICE 10c
FINE SWISS EDGES for baby dresses. Regular prices 10c to 12½c a yard...LIVE WIRE PRICE 5c
WIDE FINISH EMBROIDERED BANDS, which are regularly sold for 35c and 45c a yard—LIVE WIRE PRICE 19c
SWISS INSERTION in very fine, pretty patterns. Regularly 10c and 12½c a yard—LIVE WIRE PRICE 5c
EMBROIDERED BANDS which were priced from 75c to \$1.50 a yard...LIVE WIRE PRICE 49c
WIDE LINEN LACE, the kind that retails for 12½c and 15c a yard...LIVE WIRE PRICE 5c
NARROW LACES, which were 8c to 12½c a yard. Fine linen lace...LIVE WIRE PRICE 5c
POINT DE PARIS LACES, 3 to 5 inches wide. Regular 12½c and 15c qualities—LIVE WIRE PRICE 5c
25c MESH VEILING...LIVE WIRE PRICE 10c
THE REMAINDER OF OUR HANDSOME IMPORTED FLOUNCINGS WILL BE SOLD AT GREATLY REDUCED PRICES DURING THE LIVE WIRE SALE.
REMNANTS OF LACES AND TRIMMINGS AT LESS THAN HALF-PRICE.



The Reid and Hughes Co

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